

Claims**What is claimed is:**

1. A method of customizing the presentation of networkable media, comprising the steps
of:
 - (a) selecting at least one presentation option for transmissible media content;
 - (b) receiving the transmissible media content via a wireless medium; and
 - (c) presenting the transmissible media content to a user according to the at least one presentation option.
2. The method of claim 1, wherein the selecting of step (a) comprises a step d) of selecting at least one of a home page, a time zone, a date format, a font format, and a language.
3. The method of claim 1, wherein the step (b) of receiving comprises a step of e) communicating via at least one of a Bluetooth protocol, a Wireless Application Protocol, a Global System Mobile protocol and a Wireless Markup Language protocol.
4. The method of claim 1, wherein the step c) of presenting comprises a step of f) presenting the transmissible media content via a display screen of a wireless client device.
5. The method of claim 4, further comprising a step of g) storing the at least one presentation option in the wireless client device.
6. A system for customizing the presentation of networkable media, comprising:

an input interface to accept at least one presentation option for transmissible media

content;

a communications interface for receiving the transmissible media content via a wireless

medium; and

5 a processor unit, connected to the input interface and the communications interface, the processor unit configured to present the transmissible media content to a user according to the at least one presentation option.

7. The system of claim 6, wherein the processor unit presents at least one of a home page, a time zone, a date format, a font format, and a language.

8. The system of claim 6, wherein the receiving of the transmissible media content comprises communicating via at least one of a Bluetooth protocol, a Wireless Application Protocol, a Global System Mobile protocol and a Wireless Markup Language protocol.

9. The system of claim 6, wherein the presentation comprises presenting the transmissible media content via a display screen of a wireless client device.

10. The system of claim 9, wherein the processor unit stores the at least one presentation option in the wireless client device.

11. A system for customizing the presentation of networkable media, comprising:
input interface means to accept at least one presentation option for transmissible media content;

20 communication interface means for receiving the transmissible media content via a wireless medium; and

processor means, communicating with the input interface means and the communication interface means, the processor means configured to present the transmissible media content to a user according to the at least one presentation option.

12. The system of claim 11, wherein the processor means presents at least one of a home page, a time zone, a date format, a font format, and a language.

13. The system of claim 11, wherein the receiving of the transmissible media content comprises communicating via at least one of a Bluetooth protocol, a Wireless Application Protocol, a Global System Mobile protocol and a Wireless Markup Language protocol.

14. The system of claim 11, wherein the presentation comprises presenting the transmissible media content via a display screen of a wireless client device.

15. The system of claim 14, wherein the processor means stores the at least one presentation option in the wireless client device.

16. A storage medium for storing machine readable code, the machine readable code being executable to customize the presentation of networkable media according to the steps of:

- (a) selecting at least one presentation option for transmissible media content;
- (b) receiving the transmissible media content via a wireless medium; and
- (c) presenting the transmissible media content to a user according to the at least one presentation option.

17. The storage medium of claim 16, wherein the comparing of step (b) comprises a step of d) of selecting at least one of a home page, a time zone, a date format, a font format, and a language.

18. The storage medium of claim 16, wherein the step (b) of receiving comprises a step of e) communicating via at least one of a Bluetooth protocol, a Wireless Application Protocol, a Global System Mobile protocol and a Wireless Markup Language protocol.

19. The storage medium of claim 16, wherein the step c) of presenting comprises a step of f) presenting the transmissible media content via a display screen of a wireless client device.

20. The storage medium of claim 19, further comprising a step of g) storing the at least one presentation option in the wireless client device.